

At a Glance

INDUSTRY

Apparel

LOCATION

USA

USE CASE

A USA-based provider of apparel wanted to reduce the backend processing.

CHALLENGES

The client had a challenge to manage three brands with old version of IBM WCS

SOLUTION

Royal Cyber implemented IBM WCS v8 (Aurora Storefront) to have a single storefront for the three brands and a shared shopping cart.

Migration of Client's B2B eCommerce sites to Aurora B2B Storefront on IBM WCSV8

About The Client

A leader in global apparel industry, provides more than 800 styles, ranging from blank team uniforms to corporate apparel.

This relentless focus on reaching its full potential has helped the client to build a reputation for industry leading customer service, excellent inventory availability, and unmatched product quality.

Business Challenges

- Client's eCommerce sites were running on an older version of IBM WCS (Elite storefront for B2B implementation)
- Complex User Interface of the storefront and a lot of backend processing for business users to manage the site

Our Approach

Taking into consideration the client's challenges and considering the best solution in the market which can overcome the challenges, Royal Cyber migrated the B2B eCommerce sites to Aurora storefront of IBM WCS V8.

- Royal Cyber Consultant performed the following activities
 - Reimplementation of Client's three brands on to the newer storefront (Aurora B2B) in IBM WCS V8
 - The buyers data of Client was migrated to the new solution – other integrations happened to the new storefront from Client's third party systems
 - Backend processing for user onboarding, organization management and buyers management were eliminated as IBM WCS V8 presents these options on the storefront website for store administrators / CSRs
 - Also migrated their sublimation project as-is to the new storefront to work alongside the Aurora B2B storefront and helped the buyers custom make their merchandize.

Key Takeaways

- ✓ **Increase in online conversions with a better user experience.**

RESULTS

The client gained the following benefits:

- ✓ Single Storefront for their three brands & a shared shopping cart
- ✓ Reduction in backend processing – most of the operations are now dealt on the Client Storefront by the administrators & CSRs using their login
- ✓ Better user experience – Simplified site navigation in accordance with the OOTB Aurora Store

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ABOUT US

Royal Cyber Inc. (HQ: Naperville, IL) is a leading software organization that provides services ranging from application development and deployment to training and consultancy.

Having operations in nine countries and over 1000 domain specialists, Royal Cyber is an award winner under numerous categories for global IT implementations across industry verticals.

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